



Introductory Guide to Event Marketing



Introduction

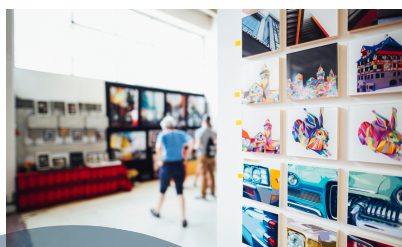
Moyne Shire Council has developed this introduction Guide in event marketing to encourage event management organisations (EMO's) to explore marketing techniques to increase event success.

With background information, handy hints and links to support resources, this Guide will help EMO's start their marketing journey or fine tune their existing marketing programs.



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Event Marketing Plan

Your Marketing Plan is the roadmap to reach your event goals.

Your goals may be:



THE NUMBER
OF TICKETS
SOLD



AN INCREASE
IN YOUR
BRAND OR
CAUSE
AWARENESS



A GROWTH IN
SPONSOR-
SHIP



PROGRESS IN
COMMUNITY
SUPPORT AND
PARTNER-
SHIPS



GROWING
TARGET
AUDIENCES
OR NEW
AUDIENCES



INCREASED
CONNECTION
TO LOCAL
COMMUNITY
BY WORD OF
MOUTH
SUPPORT

A well-developed event marketing plan will create action to achieve your goals.

Useful resources:

[The 2020 Guide to Event Marketing: Strategies, Ideas, and Examples](#)

[What is an Event Marketing Plan, and Why Do You Need One?](#)

[Great Ocean Road Regional Tourism Business Resource Hub](#)

Event Marketing Budget

A **successful event** needs a **targeted marketing campaign/s**. However, not all marketing is free. Some techniques (incl. some forms of advertising, video production etc.) can be costly, so ensure you **allocate a marketing budget** that provides a return on investment.

Some events tend to **'under spend'** on marketing, thinking that by not spending they are saving; but targeted, considered expenditure can support the phrase "You have to spend money to make money!"

Plan a marketing budget **that aims for a financial return** (or it could be a reputation or social return), builds attendance / sales, event awareness, and connects to potential audiences.

Useful resources:

[7 Free Marketing Budget Templates](#)



Your *Brand* and Our Destination *Brand*



A RECOGNISABLE BRAND AND IMAGE IS VITAL TO YOUR EVENT'S AWARENESS. WHAT IS YOUR BRAND?

Is your brand recognisable to your target market/s, within the local community and or across the region?

A powerful brand:



Consistently used across all customer touchpoints, will boost audience recognition and recall



Personal Connection

Creates a personality for your event that may build a personal connection to attend



Makes loyal supporters come back again.

Useful resources:

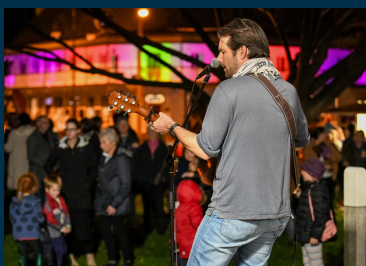
[Destination Brand Toolkits](#)

[Event Branding The 2020 Guide](#)

In attracting new attendees from outside of your town, village or the Shire, why not use the proven brand strength and free resources of the tourism destinations that make up Moyne Shire.

Council, EMO's and local business have partnered with our Regional Tourism Association (Great Ocean Road Region Tourism) to provide 3 Destination Marketing Campaigns and Brands in Moyne promoted as '[I AM Port Fairy](#)', '[I AM Volcanic, Lakes and Plains](#)' and '[12 Apostles, Coast and Hinterland](#)'.

These campaigns support attraction of visitors from Melbourne, interstate and regional Victoria. The campaigns are created specifically for tourism business and EMO's to align their brands and gain more exposure.



Providing potential visitors with a destination to link to your event, gives knowledge of broader things to see and do and support a booking commitment. Many visitors come for the overall destination experience, with the event being the hook or anchor to base their trip from!

For more info on the Destinations, visit:

[Port Fairy and Region](#)
[Volcanic Lakes and Plains](#)
[12 Apostles and Hinterland](#)

Download the free brand tool kits and photo libraries:

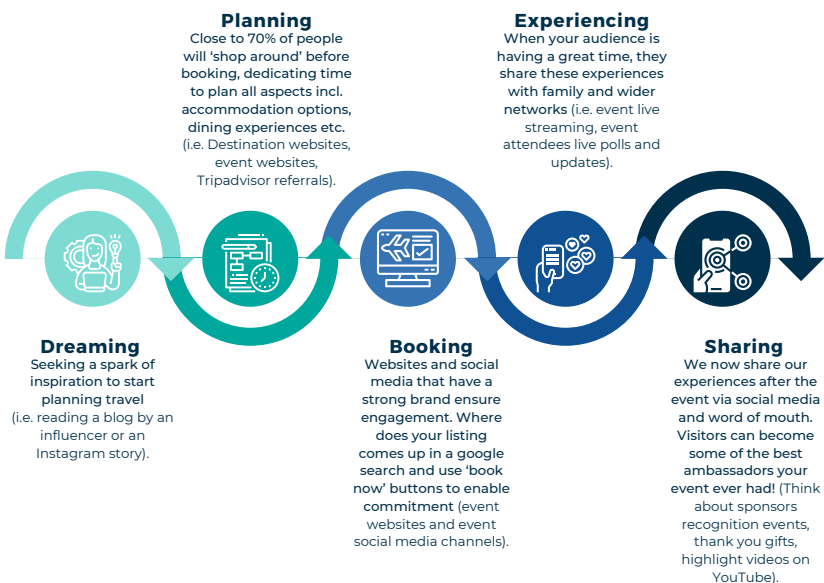
[Brand Toolkit Port Fairy](#)
[Brand Toolkit Volcanic Lakes and Plains](#)
[Brand Toolkit 12 Apostles](#)

Event Promotion-*Digital*

Get Online

Have you got an online digital presence?

Research shows that travellers go through 5 travel planning stages and find information from several digital sources:



Marketing to visitors whilst they are in the Dreaming and Planning phases, is where you have the most influence on traveller behaviour.

A memorable experience can travel far through positive word of mouth and online reviews, to attract new interest or repeat visitation.

Getting Started Online

Researching on our phones and laptops is second nature. A website and / or social media account/s, lets potential visitors find you, follow you and attend your event.

Not sure where to start?

- **Develop a website or social media** account/s (only create what you can actively manage);
- Use the **same theme** and brand across all your accounts;
- **Extend your reach** by:
 - Linking to other events, tourism and business digital accounts.
 - Aligning your event with an existing tourism destination brand.
 - Using hashtags to connect on social media.
- Utilise [text script templates](#) (for accommodation and destination info), maps and images developed by Council that you can upload / copy onto relevant sections of your event webpage.
- **Use images** the audience can picture themselves in. Employ a photographer, or a committee member with a good eye, or access professional images (photos and videos) through our free destination brand toolkits:
 - [Port Fairy and Region Image Library](#)
 - [Volcanic Lakes and Plains Image Library](#)
 - [12 Apostles and Hinterland Image Library](#)
- Add a **book now button** on your landing pages to enable easy purchase of event tickets - the more accessible, the better!

Useful resources:

[A Quick Guide to Setting Up Social Media Accounts](#)

[Wix Free Website Builder](#)

[Bookeasy](#)

[Eventbrite](#)

Make sure you consider best use of images and templates for print to ensure the audience can see themselves at the event, and images clearly represents your brand offering:

Useful resources:

[Canva Free Graphic Design Tool](#)

[Pixlr for Photo Editing](#)

[TinyPNG for Photo Resizing](#)

Event Website Development

How's your event website? Are you developing one from scratch or conducting some long-overdue first aid? Either way, it's **important to include essential information** and **look at it with fresh eyes** to convert general interest into ticket sales and attendance!

A website that promotes your event and the broader destination will give the potential visitor all the information to make an informed decision. You should **consider the quality of event descriptions, up-to-date contact information, incorporate eye-catching visuals** and **'call to action' or 'book now' buttons**.

Why not ask an independent friend or a Council event or tourism officer for 'critical friendship' **feedback and opinion** on the effectiveness of your website?

Council provides [website scripts](#) for events to **promote the destination and accommodation** options. This also includes local maps to use on your website.

Useful Resources:

[Event Support Services](#)

[20 Details You Should Always Include on Your Event Website](#)

Destination Toolkits:

['I Am Port Fairy'](#)

['I Am Volcanic, Lakes and Plains'](#)

['12 Apostles, Coast and Hinterland'](#)



What is a call to action?

A **call to action** is an invitation for a user to take an action. Once you have presented information (website – event info, event program etc.; social media – blog, video, artist announcement etc.) motivate with a call to action. This could be an instruction or directive (e.g. subscribe, book now or click here).

What is Search Engine Optimisation?

Search Engine Optimisation (SEO) is the practice of increasing both the quality and quantity of website traffic and exposure to your event brand through non-paid (also known as “organic”) search engine results.

While paid advertising and online platforms generate traffic to websites, most online traffic is driven by search engines (i.e. Google). Keyword research’s power lies in better understanding your target market and how they are searching for your event through the use of specific words.

Web page rankings are determined by keywords that are the heart of your SEO. Therefore, your event name is the most valuable keyword!

Ensure your event date is located ‘front and centre’ on your webpage as search engines know events use the date and location to determine ranking. To boost interest in your site, you’ll want to include videos, infographics, and other formats that are easily sharable.

To help provide relevant results, Google prefers fresh content – so new blog content, news, and videos are great for showing that your event is up to date and relevant.

Useful resources:

[A beginners guide to SEO](#)

[SEO Cheat Sheet for Events](#)

Is your website mobile user-friendly?

About half of all your visitors will probably view your website on a small phone screen. Having a mobile-friendly website is no longer optional. If your mobile visitors don’t have an enjoyable experience on your site, you’ll drive away a portion of your traffic (and hurt your search engine rankings in the process).

Google provides a [mobile-friendly testing tool](#). Drop your URL into the search box. You’ll get a quick answer on whether your website is mobile-friendly and a screenshot of how the page looks on a smartphone screen. It will also provide a list of recommendations to improve the mobile experience.

Useful resources:

[12 Steps to Make Your Website Mobile-Friendly](#)

Google Marketing Platform

Google Analytics provide tools to analyse data for your event in one place. It helps understand your website users, test your marketing and content to improve experiences and drive results.

To boost traffic and improve conversion rates, you can:



SEARCH THE KEYWORDS
THEY USE TO FIND YOUR
WEBSITE



TRACK THE NUMBER OF
VISITORS TO YOUR WEBSITE



FIND THE NAMES OF SEARCH
ENGINES OR OTHER
WEBSITES THAT REFERRED
VISITORS

Useful resources:

[Getting Started with Google Analytics](#)

[How to add Google Analytics to Your Website](#)



Get Social!

[Facebook](#) and [Instagram](#) are the two leading social media players within the event industry, with travel being among the most shared user topics.

[Facebook](#) enables you to reach audiences with use of engaging 'posts' that encourage users to 'like' to have your event update their 'feed'. This gains a captured audience with interest in your event. The more likes on a post, the further your reach! The Facebook 'recommendations' feature enables users to share their experiences and generate positivity for your event.

1. Ensure all information is up to date. e.g., About Us, Location, Dates.
2. Use clear professional photos.
3. Continue with your theme and brand.
4. Create a calendar of posts for a defined period to build anticipation & excitement.
5. Align your event with the destination brand, to share posts and imagery.
6. Get local business to 'like' you and share your posts with their guests.
7. Respond professionally to user comments; remember it's a public forum!
8. Direct negative feedback and resolve issues via direct message or email.

[Instagram](#) is one of the most effective social media channels that emphasises images / videos to capture our imagination and emotional pull. By creating your unique event hashtag and following other tourism hashtags, you can increase reach to a larger audience.



CREATE AN
INSTAGRAM
ACCOUNT THAT
LINKS TO YOUR
FACEBOOK
ACCOUNT



CREATE AN
INSTAGRAM
ACCOUNT THAT
LINKS TO YOUR
FACEBOOK.
CREATE
CONTENT WITH
HIGH-QUALITY
IMAGES AND A
CLEAR MESSAGE
YOU'RE
PORTRAYING



CREATE EVENT
HASHTAGS AND
FOLLOW OTHER
LOCAL TOURISM
HASHTAGS THAT
ALIGN WITH
YOUR BRAND



CREATE A
SCHEDULING
CALENDAR TO
PLAN YOUR
POSTS
THROUGHOUT
THE YEAR



ALIGN WITH AN
EXISTING
TOURISM
DESTINATION
BRAND.

Event and Destination hashtags:

#youreventname
#iamportafairy
#visitgreatoceanroad
#greatoceanroad
#thegreatsleepover
#stayclosegofurther
#visitvictoria
#seeaustralia

Useful resources:

[Facebook](#)

[Instagram](#)

[The importance of Instagram hashtags](#)

Regular content is the key!

Creating engaging content is the most **crucial step** in attracting more visitors. Visual experiences, catchy wordplay or live content captures attention and engages. Audiences will respond to content that entertains, informs and surprises!

What target market are you trying to communicate with, and where do they hang out online? Is your audience young people, families, music lovers, or everything in between? Would Facebook, Instagram, destination website promotion, or direct marketing be best? Perhaps a combination of all 4?

User-generated content is one of the **best ways** to get people to **engage** with your event by sharing their **experience**, **photos** and **recommendations**. Live streams from within an event put social media followers right amongst the action; it instils a need for urgency to be involved, to secure tickets for the next event or miss out.

Alternatively, a **blogger** can help promote an event or destination by writing a review to display on your social media account. **Great Ocean Road Regional Tourism** and **Moyne Shire Council** offer blog content on destination websites and keep you updated on your event's potential marketing opportunities.

Useful resources:

[How to-3 Simple ways to Stream Live Events Free](#)



5 Social Media Must-do's

Further to [Facebook](#) and [Instagram](#), [YouTube](#), [Snapchat](#), [LinkedIn](#), [Twitter](#), and [TikTok](#) are other popular social media channels. **Which one best suits your event?**

Where should the time of your volunteer committee be invested? It may be better to manage one social media channel well with regular ongoing content than have several channels with limited updates and interaction.

Here are **five tips** to help you get started with social media:



HAVE A SOCIAL MEDIA PLAN/SCHEDULE



ENGAGE WITH YOUR FOLLOWERS



BE CONSISTENT



PROMOTE YOUR PAGES



LEARN TO USE THE TOOLS

① HAVE A SOCIAL MEDIA PLAN/SCHEDULE

Establishing a social media plan is vital to building an engaged audience.

Before you consider using a social media channel, research what platforms your audience / community typically use and what they can do for your event.

Have a plan and a purpose for sharing your content and what goals you expect to achieve from your social media platforms.

Nominate a communication officer or a volunteer team to create a post schedule / plan. This allows you to reach your target audience at the times they're online, even if that time is inconvenient for you. If you get sick, can't think of ideas on the spot, or are unable to post at a specific time each day, scheduling allows you to have an active social media account.

Useful resources:

[Social Media Plan Template](#)

② ENGAGE WITH YOUR FOLLOWERS

Social media is an extension of your event! If someone reaches out to you via phone or email, they usually expect a reply. The same goes for social media.

As an event, fostering good relationships and connecting with your audience is critical. Even if you receive a simple comment like 'Love this,' you can respond with 'We do too!' Show your event brand and personality and give your audience attention.

Responding politely to a negative comment is also important because it can generate negative publicity and drive your followers away if handled poorly. A positive response can make an enormous difference in how your audience perceives your organisation.

③ BE CONSISTENT

When you're busy, it's hard to make time for social media - we know! But your fans are following you because they want to hear from you, and they expect a particular style of content.

Think about what your audience wants to hear from you and make sure you are meeting their expectations. For example, do they want the latest updates, links to helpful articles, behind-the-scenes videos, or up-coming events-to name a few.

Using a social media scheduling tool can help you stay on track so that even when you're busy, you're still posting regularly and showing up for your audience.

Useful resources:

[Hootsuite.com](#)

[Later.com](#)

④ PROMOTE YOUR PAGES

If your likes are low or slow, encourage new followers and encourage your audience to engage with you. Add social media icons to your emails, business cards, website, signage, and other promotional items.

Still need more fans? You may run a 'Likes' or 'Followers' competition. Just make sure you follow the platform's rules and guidelines before you run your ad campaign.

Follow other local business, supporters and tourism providers, who may then follow you and share your content with their customers.

Facebook for Business provides an excellent resource hub for finding fans and followers and ways to encourage them to do business with you. You'll find useful step-by-step information, including how to set up your page, creating and managing paid ads, and free training resources for Facebook and Instagram.

Useful resources:

[Facebook for Business](#)

⑤ LEARN TO USE THE TOOLS

Learn as much as you can about the social media platforms you choose to invest in and keep updated on new features to fine-tune your pages.

Facebook has a handy 'Insights' feature that allows you to see how your posts and engagements track and alter your content to suit your audience and organisation best. For example, do you know what time of day is best to reach your audience? Do they engage more with videos?

You can now tag and sell products directly on Facebook and Instagram, with 'shoppable posts' and links to your website, if you wish.

Did you know you can use Facebook's Creator Studio to schedule content on Instagram too? Have you tried using stories?

Useful resources:

[Facebook Creator Studio](#)

[Facebook Stories, what is it, and how does it work?](#)



Australian Tourism Data Warehouse:

The Australian Tourism Data Warehouse (ATDW) is a global tourism marketing tool. It offers the most comprehensive digital database and multi-channel distribution network for events.

The most important message for event organisers is to list your event on ATDW; this ensures automatic event display on the What's On pages of local and regional tourism websites but might be picked up on other distributor sites that promote events.

Useful resources:

[How do I list my event on ATDW?](#)

[Instructional video on how to create ATDW listing](#)

Email Marketing:

Email marketing can be an effective digital marketing strategy of sending emails to a designated audience. It's vital to define your audience then build an email subscriber list.

A monthly subscription e-newsletter provides relevant information around the event theme, details on the event program, entertainer profiles, and more.

An email marketing campaign allows subscribers to share e-newsletter content with their family and friends or to invite them to visit.

Don't forget to consider content, email scheduling, testing campaigns, measuring statistics and performance.

Learn the basics of creating an email campaign in the [MailChimp](#) platform and best practices to consider when developing your email marketing plan.

Useful resources:

[MailChimp](#)



EVENT PROMOTION -

Radio

Radio promotion can be an effective marketing approach, especially in engaging with a local community and boosting final ticket sales.



Local radio stations provide options for free event promotion, paid advertising content, through to opportunity for on air interviews or broadcasting from the event itself. Radio has proven results when targeting a particular demographic and increasing brand awareness.

Think about radio campaigns that combine local business and event content to promote the destination as a whole, to save on costs and have broader appeal. Consider competitions that offer free ticket giveaways that allow you to build a database or increase social media following.

Think about radio promotion from the listeners prospective, and be sure to emphasise your event website coupled with a call to action e.g. Buy your tickets. Consider what you want the listener to take away and make sure it includes your event web address or your local VIC to call for more information.

EVENT PROMOTION - *Print*

Print material remains an important marketing tool. A marketing campaign that uses print will build audience awareness and reinforces your brand image.

Print can take the form of an event advert (used in local newsletters) or promotion poster and cards (used on local noticeboards, provided to accommodation providers for compendiums or placed in local shops).

Tips for print:

- Use images that have an emotional pull and reinforce your brand.
- Use text that provides clear information on date, location, contacts, social media addresses.
- Use a clear layout and a font that is legible for settings you place posters in.
- Timing is everything (don't release too early or too late), develop a marketing calendar and consider when and where you release print materials.
 - Think about poster locations and not overprinting (contact the [Visitor Information Service](#) for free notice board locations).

Local Press and Media

Local Newspaper and Media outlets provide another avenue for EMO's to get the word out about their upcoming event. Timed well, such promotion can build momentum, encourage ticket uptake and social media following.

Reach out to newspaper organisations and provide editorial content, having a well written piece on your upcoming event is a fantastic way of reaching your audience and giving a call to action.

Be included in 'what's on' guides and consider taking out paid advertising if your budget allows to really get noticed!

A joint print media campaign between EMO's and local business operators is an effective way of building support, community engagement and saving on advertising costs.

COLLABORATION & EXISTING *Network Support*

Using existing contacts and tourism networks to promote your event makes sense! Why not utilise others to increase awareness of your event? Consider offering incentives and developing packages with tourism partners to capture potential visitors.

Collaboration can be mutually beneficial and bring huge rewards to a town or tourism region when retail, hospitality, accommodation, event, and attraction operators support each other. Remember, a visitor's experience will determine whether they come again and encourage others to do so!

Your Local Tourism Association (LTA) and other township committees offer fantastic support and advice. LTA's promote and welcome events to the shire; they also aim to increase visitation and awareness on what we offer by supporting operators, advising, developing marketing ideas, and representing the shire at tourism industry meetings.

Local businesses can work together with event management organisations to develop marketing incentives such as group discounts, prize draws, or by simply displaying promotional material to get into the event's spirit.

Local Operators such as accommodation and tour operators can be your best allies; with a captured market, they can influence visitor behaviour and recommend your event.

- Ask to list your event in accommodation provider room compendiums and have advertising material in reception areas.
- Offer local operators the opportunity to experience the event for themselves. Nothing beats positive word of mouth!
- Develop discount stays, packages, or the opportunity for operators to earn commission on ticket sales.
- Provide reciprocal links on websites and mention each other in social media posts.
- Refer event patrons to experience local tours and attractions during their stay to encourage local operators' economic spending.
- Take part in planned local product showcase events run by council to generate exposure and grow awareness of local business opportunities to partner with your event.

Local and Regional Tourism Associations

Awareness can grow by aligning your event with a successful destination marketing campaign and through collaborating with your local and regional tourism industry.

Moyne currently consists of a range of local progress and resident associations that support increased local engagement and word of mouth promotion. Whilst there are two active tourism bodies specifically supporting Moyne events:

Local Tourism Association - [Port Fairy Tourism Inc.](#)

Regional Tourism Association - [Great Ocean Road Regional Tourism](#)

Both organisations partner with business and events to increase visitation to our region through marketing initiatives and campaigns. They provide free training, support and tools to support your planning and marketing.

Great Ocean Road Regional Tourism have a strong digital presence to influence online engagement to your event website and social media channels:

Useful Resources:

[Great Ocean Road Regional Tourism](#)

[Visit Great Ocean Road on Facebook](#)

[Visit Great Ocean Road on Instagram](#)

[Port Fairy Tourism Inc.](#)

[Port Fairy Tourism on Facebook](#)

Existing Marketing Campaigns

Leverage off existing marketing campaigns and products by collaborating with industry networks. The local tourism industry frequently run marketing campaigns that seek partnership with events to attract new audiences and visitors.

Talk to the tourism team at Council on what campaigns may be occurring at the time of your event that you can be a part of.

Council partner with influencers such as bloggers and vloggers to build the profile of Moyne as a destination. Contact Council's event team for potential involvement with influencers at your event.

Existing Marketing Projects / Products

Council support creation of marketing projects with partners such as [Storytowns](#), which promotes travel through location-based audio (pod cast) tours. Council has a specific pod cast series titled 'The Country to Coast Trail', which allows listeners to hear authentic, engaging stories from our 'locals'. The podcast motivates visitor movement, promotes local business and events, and creates the initial spark of inspiration to visit Moyne.

EMO's can recommend 'The Country to Coast Trail' on their website or include links on pre or post-event communication, to further motivate visitors to come to the area and your event.

Useful Resources:

[Visit Storytowns](#)

Listen to the Moyne podcasts by downloading the free App at:

[Apple](#)

[Android](#)

Support from Moyne Shire Council

Council recognises a diverse, inclusive and accessible event calendar contributes to our community's economic, environmental, and social well-being. Council commits to supporting local volunteers to plan and deliver events.

Council's events team, support and assist with the planning and delivery of events with a variety of free resources for event management organisations, and offer many tools and support for events on our website:

[Moyne Shire Council - Event Service](#)



Support by your local Visitor Information Service

Council's Visitor Information Service is the primary source of guidance for visitors. The service engages with over 100,000 visitors annually (counter enquiry, phone and email requests), providing information on accommodation, attractions, events and places to see.

With over 10,000 followers on its social media accounts, the service seeks to partner and support events at every opportunity. The service is a licensed ticket agent (online and counter service) that sells branded local merchandise, provides free maps, brochures, and noticeboards to promote events.

The service is an essential partner to collaborate with, through:

- Visitor referral to your event.
- Promote and or manage ticket sales.
- Provide text content/scripts and maps for your event webpage.
- Promote your event on their destination website and social media pages.
- Display promotional material in our Information Centres and pop up services.
- Have volunteers to deliver a pop-up visitor information service at your event.
- Provide event showbags for attendees that include maps and visitor information.
- Facilitate meetings with potential partner businesses to offer discount vouchers or incentives to event attendees.
- Promote your event through weekly 'what's on' email update or list in seasonal events calendars released quarterly in advance.

Noticeboards across the region provide an ideal space for you to promote your event, with boards in many Moyne towns and caravan parks across the shire. The Service offers a community noticeboard to advertise your event and provide both locals and visitors information on becoming involved.



Get involved with ‘Localised’

Moyne Localised is a FREE business directory and network designed to connect businesses across Moyne and the Great South Coast region. Adding your event to Localised will create more significant exposure to other operators who are looking to do business and will help you:



ENGAGE WITH
OTHER
BUSINESSES TO
SUPPORT



ADVERTISE
EVENTS AND
SERVICES TO THE
LOCAL BUSINESS
COMMUNITY



DISCOVER
NETWORKING AND
PROFESSIONAL
DEVELOPMENT
EVENTS

Use of your Event Sponsors, Councillor's and Elected Representatives

Your sponsors help your event increase credibility, improve your image, and build a broader following. Your sponsors can be used advantageously as a way to reach new audiences. As you build your marketing plan, consider the marketing reach of your sponsors and how they can help promote your event.

Local councillors and members of state and federal government are great resources to become advocates and supporters for your event. They can identify opportunity for grant funding, connection to sponsors and other supporters, and promote your event through their networks. Engage with them in planning phases and be sure to invite them to your event.

Other Support resources

Business Victoria

A Victorian Government website advises on increasing sales through marketing, eCommerce and digital technology, sustainable practise, growth and innovation.

Google Digital Garage

Google Digital Garage offers free training to help you make the most of online opportunities, including modules to decide which social media platforms are right for you set goals, get noticed on social media and measure your success.



With over 120 events held in Moyne each year, make sure your event reaches its full potential through effective marketing.

If you have any feedback or would like additional support, please contact Council's Events team.



1300 656 564



moyne@moyne.vic.gov.au



www.moyne.vic.gov.au



[@moyneshirecouncil](https://www.facebook.com/moyneshirecouncil)



[@moyneshirecouncil](https://www.instagram.com/moyneshirecouncil)